WHAT IS CLAIMED IS:

- 1. A flashing light system, comprising:
- a controller;
- a power source connected to the controller;
- a switch connected to at least one of the power source and the controller; and

a plurality of lamps connected to the controller, wherein the switch and the controller activate the plurality of lamps to display an alphanumeric character by quickly flashing the lamps in a sequence.

- 2. The system of Claim 1, wherein the plurality of lamps comprises at least three LEDs arranged in a column.
- 3. The system of Claim 1, wherein the switch comprises a motion switch and the controller flashes the lamps in a first sequence when the motion switch closes at a low frequency, and the controller flashes the lamps in a second sequence when the motion switch closes at a higher frequency.
 - 4. The system of Claim 3, wherein the low frequency is less than 3 Hz.
- 5. The system of Claim 3, wherein the plurality of lamps comprises a first display and a second display of at least three LEDs each, and the controller flashes the lamps of the first display with a predetermined pattern when the motion switch is closed at a low frequency, and the controller flashes the lamps of the second display with a pattern when the motion switch is closed at a greater frequency.
 - 6. The system of Claim 5, wherein the controller is a CMOS controller.

- 7. The system of Claim 1, further comprising a memory of the controller or a memory accessible to the controller, the memory storing data defining at least two patterns at least two patterns of alphanumeric characters, wherein the sequence displayed is responsive to a frequency of the switch closing.
- 8. The system of Claim 7, wherein the patterns of alphanumeric characters comprise a sequential pattern, a forward pattern, a reversed pattern, a random pattern, a fade-in sequential pattern and a fade-out sequential pattern.
- 9. The system of Claim 7, wherein the controller comprises at least two NAND circuits.
- 10. The system of Claim 1, wherein the lamps comprise LEDs in a display, and the LEDs in the display are separated vertically by not more than 2 mm.
- 11. The flashing light system of Claim 1, further comprising footwear into which the system is assembled.
- 12. The system of Claim 1, wherein the power source comprises two batteries and wherein at least one of the plurality of LEDs is connected to two different voltages in the sequence.
- 13. The system of Claim 1, further comprising a second plurality of lamps connected to the power source and the controller.
- 14. The system of Claim 13, further comprising a memory accessible to the controller, the memory storing data defining at least two patterns for flashing the lamps.
- 15. The system of Claim 13, further comprising a plastic display, wherein the second plurality of lamps is embedded in the plastic display.

- 16. The system of Claim 13, wherein the power source comprises two batteries and wherein at least one of the LEDs in the first plurality and the second plurality is connected to two different voltages in sequence.
 - 17. The system of Claim 1, further comprising a battery charger.
 - 18. The system of Claim 1, further comprising a personal accessory.
- 19. A method of displaying a message, the method comprising: wearing an item selected from the group consisting of footwear, an article of clothing, and a personal accessory, the item further comprising the flashing light system of Claim 1;

activating the flashing light system; and displaying the message.

20. A method of displaying a message, the method comprising:
furnishing a flashing light system in footwear, an article of clothing, or a
personal accessory, the flashing light system further comprising a controller, a
power source connected to the controller, a switch connected to at least one of the
power source and the controller, and a plurality of lamps connected to the
controller;

activating the flashing light system; and

displaying a message by quickly flashing the lamps in sequence, wherein the lamps flash at least two alphanumeric characters in a sequence to form the message.

21. The method of Claim 20, wherein moving the switch is accomplished by one of touching the switch, toggling the switch, and moving the footwear or personal accessory to close an inertia switch.

- 22. The method of Claim 20, wherein the switch is an inertia switch, and a first message is displayed when the inertia switch is closed at a low frequency, and a second message is displayed when the inertia switch is closed at a higher frequency.
- 23. The method of Claim 20, wherein the flashing light system further comprises a second plurality of lamps, and wherein the method further comprises flashing at least one pattern with the second plurality of lamps.
 - 24. A flashing light system, comprising:
 - a controller;
 - a power source connected to the controller;
 - a switch connected to at least one of the power source and the controller;
- a first plurality of LEDs connected to the controller, wherein the switch and the controller activate the first plurality of LEDs to display an alphanumeric character by flashing the LEDs in a sequence; and
- a second plurality of LEDs connected to the controller, wherein the switch and the controller activate the second plurality of LEDs to display at least one pattern.
- 25. The system of Claim 24, wherein the switch is selected from the group consisting of an inertia switch, a touch switch, and a toggle switch.
- 26. The system of Claim 24, wherein the power source comprises two batteries and wherein at least one of the first and second plurality of LEDs is connected to two different voltages in sequence.
- 27. The system of Claim 24, further comprising a plastic display, wherein the second plurality of LEDs is embedded within the plastic display.

- 28. The flashing light system of Claim 24, further comprising footwear containing the system.
- 29. The flashing light system of Claim 24, further comprising a personal accessory containing the system.
 - 30. A flashing light system, comprising:
 - a controller;
 - a power source connected to the controller;
- an inertia switch connected to at least one of the power source and the controller; and
- a first and a second plurality of lamps connected to the controller, wherein when the inertia switch closes at a low frequency the controller activates the first plurality of lamps, and when the inertia switch closes at a high frequency, the controller activates the second plurality of lamps.
- 31. The flashing light system of Claim 30, wherein, at the low frequency, the controller activates the first plurality of lamps to display at least one alphanumeric character by quickly flashing the lamps in a sequence.
- 32. The flashing light system of Claim 30, wherein, at the higher frequency, the controller activates the second plurality of lamps to display at least one alphanumeric character by quickly flashing the lamps in a sequence.
- 33. The flashing light system of Claim 30, wherein the low frequency is less than 3 Hz.
- 34. The flashing light system of Claim 30, wherein the first plurality and the second plurality each comprise at least three LEDs.

- 35. The system of Claim 30, further comprising a plastic display, wherein the second plurality of LEDs is embedded within the plastic display.
- 36. The flashing light system of Claim 30, further comprising footwear containing the flashing light system.
- 37. The flashing light system of Claim 30, further comprising a personal accessory containing the flashing light system.
 - 38. A flashing light system, comprising:

a controller;

a power source connected to the controller;

an inertia switch connected to at least one of the power source and the controller; and

a plurality of lamps connected to the controller, wherein when the inertia switch closes at a low frequency the controller activates the plurality of lamps to display a first pattern, and when the inertia switch closes at a higher frequency the controller activates the plurality of lamps to display a second pattern.

- 39. The flashing light system of Claim 38, wherein at least one of the first pattern and the second pattern comprises at least one alphanumeric character.
- 40. The flashing light system of Claim 38, wherein the controller comprises at least two NAND circuits.
- 41. The flashing light system of Claim 38, wherein the lamps comprise LEDs in a display, and the LEDs are separated horizontally by about 2-3 mm.
- 42. The flashing light system of Claim 38, further comprising footwear containing the flashing light system.

43. The flashing light system of Claim 38, wherein the low frequency is less than 3 Hz.

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44. The flashing light system of Claim 38, wherein at least one of the first pattern and second pattern is a random pattern.